

WHAT CAN YOU, THE PARENT, DO TO HELP AVOID CHILD PEDESTRIAN COLLISIONS?



■ SHOULD YOUR CHILD CROSS THE STREETS ALONE?

- Not if your child is 4 or 5 years old. (There's no ability to gather information to make a safe judgement.)
- Even if your child is bright, that child cannot make a conscious decision to cross.
- Each time your child gets to a curb, the situation is different. (Crossing streets takes gathering information and making decisions.)
- Your child's senses are still developing. (That may be why children up to 7 get in more accidents.)

CITY OF MILWAUKEE POLICE DEPARTMENT
MEMBER OF THE NATIONAL SAFETY COUNCIL



IN CONJUNCTION WITH

MILWAUKEE SAFETY COMMISSION

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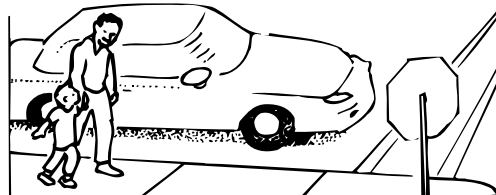
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WHAT CAN YOU DO?

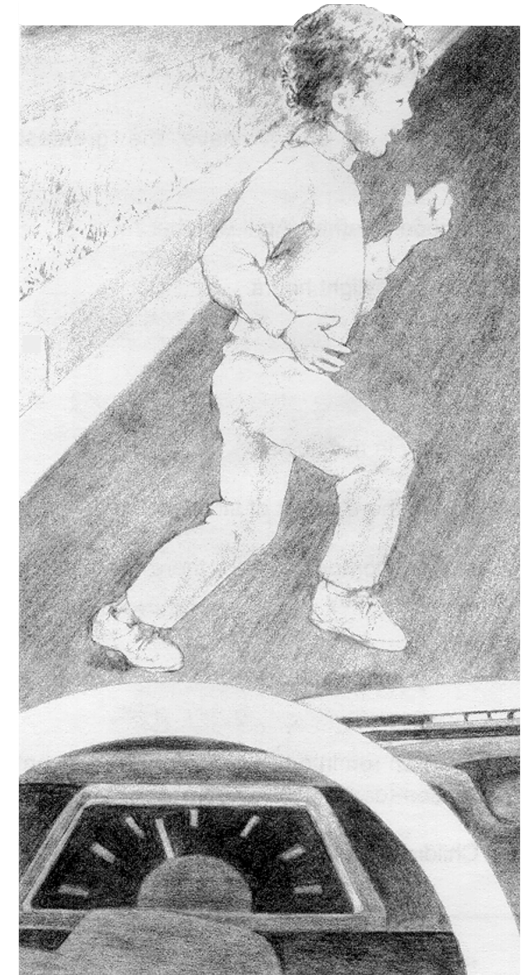


- Take your children for a walk and let them make all the decisions as to when it is safe to cross.
- Ask questions like:
"Which car is closer?"
"Which is moving faster?"
"Which one is moving farthest Away?"
- Practice crossing by stopping at the curb and looking.
- Exaggerate your head movement — let your child imitate.
- Teach what to look for and where to look.
- Be patient and set good examples. (Children learn by imitation and will do what you do.)
- Explore other options rather than letting younger children walk to school or bus stop alone. Options might include an older student, neighbor, babysitter, grandparent, or other responsible adult.
- Children learn by repetition — reinforce, reinforce — ESPECIALLY IN SPRING!
- Check their skills, then you'll know when they're ready to cross.



PARENTS:

AVOID THIS COLLISION!



YOUR CHILD'S SAFETY IS AT STAKE!

**Parents, are you aware of your child's
ability to deal with traffic?
Here are some facts that may help you and
your child avoid collisions.**



CHILD PEDESTRIAN COLLISIONS:



HOW AND WHEN THEY HAPPEN

■ WHEN

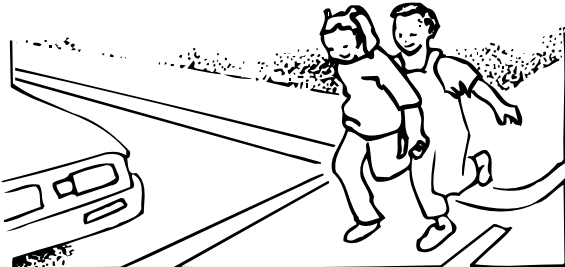
- Ages 5, 6 and 7 have the greatest involvement.
- In good weather (April-October.)
- During daylight hours.

■ WHERE

- Usually in midblock.
- Where there's a lot of street parking.
- In neighborhoods where there is little yard space for play.

■ HOW

- Children run into the street for no apparent reason (dart out.)
- Children run into the sides of cars.



WHY CHILDREN ARE HIT MORE OFTEN THAN ADULTS:



CHILD'S PHYSICAL FACTORS

■ HEIGHT

- Difficult for them to see over objects that might be in the way (parked cars.)
- Difficult for drivers to see them.

■ VISION

- Children lack peripheral vision (the ability to see off the side) until about age 7. They see 1/3 less than you do.
- Depth perception — difficulty judging how close or far objects (cars) are from them.
- Difficult judging whether object is coming or going, moving or standing still.

■ HEARING

- Difficulty picking out sounds and placing meaning on them.
- Tend to pick out sounds of interest to them (friends' voices over car engines.)
- Difficulty determining sound, distance and location.

HOW CHILDREN THINK

- No concept of danger, being injured or killed.
- Don't understand the concept of death until age 9.
- View drivers as friendly adults — ones that would never hurt them.
- Mix the worlds of pretend and reality.
- View cars as alive and friendly — something that would never hurt them.
- Perceive themselves as strong and indestructible (like cartoons on T.V..)
- Impatient and impulsive; they often unexpectedly run into the street.
- Concentrate on one thing at a time (the friend across the street — not the traffic.)
- Lack of knowledge or understanding of complex traffic situations or rules.
- Believe if they can see the car, the driver sees them (even if they are standing behind something.)
- Don't understand the car takes time and distance to stop (think cars stop as quickly as they do.)
- Confuse driver's meaning of blowing the horn as "It's OK to cross."
- May confuse eye contact as, "He sees me, it's OK to cross."
- Don't realize that drivers pay more attention to other things than just them crossing the street.